

Message Text

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FM SECSTATE WASHDC
TO AMEMBASSY LAGOS

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E.O. 11652: N/A

TAGS: BEXP, NI

SUBJECT: 5TH QUARTER FY-76 COUNTRY COMMERCIAL PROGRAM
REVIEW

REF: STATE 270730

THIS REQUEST IS FOLLOWUP TO REFTTEL SEEKING POST'S 5TH
QUARTER FY-76 COUNTRY COMMERCIAL PROGRAM (CCP) REVIEW
WHICH IS LONG OVERDUE. REPORT ON IMPLEMENTATION OF CCP
IS ESSENTIAL TO EVALUATION BY WASHINGTON COMMERCIAL ACTION
GROUP (WCAG) OF PROGRAM'S SUCCESS, AND ACHIEVEMENT OF
CAMPAIGN OBJECTIVES. OUR ABILITY TO EVALUATE THE PERFOR-
MANCE IN MEETING PROGRAM PRIORITIES AND OBJECTIVES IS
SEVERELY HAMPERED BY LACK OF REPORT DETAILING POST'S
ACCOMPLISHMENTS IN 5TH QUARTER.

USDOC, AS INDUSTRY'S LIAISON WITH GOVERNMENT FOR INTERNA-
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TIONAL TRADE PROMOTION, MUST BE KEPT INFORMED OF OBJECTIVES
ACCOMPLISHED TO INSURE THAT INDUSTRY'S NEEDS ARE ACCURATELY
AND ADEQUATELY MET BY OUR TRADE PROMOTION PROGRAM. OUR
RESPONSIBILITY FOR TRADE PROMOTION ACTIVITIES NECESSITATES
THE SATISFACTORY COMPLETION OF THIS OBLIGATION, WHICH CAN-
NOT BE ASSURED UNLESS THERE IS PROPER COOPERATION AND

COORDINATION IN MEETING THE OBJECTIVES OF THE CCP.
THE GOALS, OBJECTIVES AND PRIORITIES OF OUR ASSISTANCE
TO AMERICAN BUSINESS OVERSEAS CANNOT BE MET WITHOUT
ADEQUATE AND PROMPT REPORTING OF CCP IMPLEMENTATION.

USDOC LOOKS FORWARD TO CONTINUED EXCELLENT PERFORMANCE
IN IMPLEMENTATION OF PROGRAM AND THE PROMPT RECEIPT OF
FY-76 5TH QUARTER CCP REVIEW REPORT.
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